

PATENT

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Customer No. 000027683

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and presents the configured system on a cart web page. Lastly, an interactive upsell advisor operatively couples to the configurator, the database, and the cart, wherein the advisor selectively provides an upsell recommendation to the cart as a user selectable cart option on the cart web page, further as a function of the customer set, the configured computer system, and upsell advisor business rules.

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**MARKED UP VERSION OF AMENDED ABSTRACT PURSUANT TO  
37 CFR § 1.121(b)(1)(iii)**

(Amended) A web-based online store [having a] user interface [for enabling a] enables custom configuration of a computer system according to [an] identification of a user belonging to a prescribed customer set [is disclosed]. A configurator [is provided for configuring] configures a computer system with options selected according to a desired user input, and presents the options and a respective pricing for each option [being presented] on a configurator web page. A database [is provided for] dynamically [supplying] supplies configuration options to the configurator in accordance with [the] identification of the user belonging to the [prescribed] customer set. A cart temporarily stores a [customer] configured computer system and presents the [customer] configured [computer] system on a cart web page[, the cart web page including at least one user selectable cart option]. Lastly, an interactive upsell advisor [is] operatively [coupled] couples to the configurator, the database, and the cart, [for] wherein the advisor selectively [providing] provides an upsell recommendation to the cart as a user selectable cart option on the cart web page, further as [. The upsell recommendation is] a function of the [prescribed] customer set, the [customer] configured computer system, and [prescribed] upsell advisor business rules.

**IN THE SPECIFICATION:**

On page 1, lines 7-16, amend the paragraphs as follows:

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-- This application relates to co-pending United States Patent Application Serial No. 09/009,401, filed on January 19, 1998, entitled "Method and Apparatus For Providing And Accessing Data At An Internet Site", naming Amy Van Wyngarden as inventor, now U.S. Patent No. 6,038,597, issued March 14, 2000, incorporated herein by reference in its entirety, and assigned to the assignee of the present invention.

*b2*  
This application relates to co-pending United States Patent Application Serial No. 09/158,564, filed on September 22, 1998, entitled "Method and Apparatus For Providing Customer Configured Machines At An Internet Site", naming Ken Henson as inventor, now U.S. Patent No. 6,167,383, issued December 26, 2000, incorporated herein by reference in its entirety, and assigned to the assignee of the present invention. --

**MARKED UP VERSION OF AMENDED SPECIFICATION PURSUANT TO  
37 CFR § 1.121(b)(1)(iii)**

On page 1, lines 7-16 amend the paragraphs as follows:

This application relates to co-pending United States Patent Application Serial No. 09/009,401, filed on January 19, 1998, entitled "Method and Apparatus For Providing And Accessing Data At An Internet Site", naming Amy Van Wyngarden as inventor, now U.S. Patent No. 6,038,597, issued March 14, 2000, [i]. The co-pending application is] incorporated herein by reference in its entirety, and [is] assigned to the assignee of the present invention.

This application relates to co-pending United States Patent Application Serial No. 09/158,564, filed on September 22, 1998, entitled "Method and Apparatus For Providing Customer Configured Machines At An Internet Site", naming Ken Henson as inventor, now U.S. Patent No. 6,167,383, issued December 26, 2000, [i]. The co-pending application is] incorporated herein by reference in its entirety, and [is] assigned to the assignee of the present invention.

IN THE CLAIMS:

Amend claims 1 and 10 by deletion of the same and substituting respective "clean" replacement claims according to the following. A marked up version of each amended claim pursuant to 37 C.F.R. §1.121(c)(1)(ii) appears on the pages immediately after the respective amended claims.

- 1* (TWICE AMENDED) A web-based online store having a user interface for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set, said online store comprising:  
*a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;*  
*a database for dynamically supplying configuration options to said configurator in accordance with the identification of the user belonging to the prescribed customer set;*  
*a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and*  
*an interactive upsell advisor operatively coupled to said configurator, said database, and said cart for selectively providing an upsell recommendation to said cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein said database dynamically supplies the prescribed upsell business rules to said upsell advisor, said upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to said cart according to a sequencing of recommendations established per the upsell advisor*

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business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of said upsell advisor on the cart web page, said upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage.

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10. (TWICE AMENDED) A method for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set via a user interface of a web-based online store comprising:

providing a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;

providing a database for dynamically supplying configuration options to the configurator in accordance with the identification of the user belonging to the prescribed customer set;

providing a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and

providing an interactive upsell advisor operatively coupled to the configurator, the database, and the cart for selectively providing an upsell recommendation to the cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein the database dynamically supplies the prescribed upsell business rules to the upsell advisor, the upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to the cart according to a sequencing of recommendations established per the upsell advisor

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business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of the upsell advisor on the cart web page, the upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage.

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**MARKED UP VERSION OF AMENDED CLAIMS PURSUANT TO  
37 CFR § 1.121(c)(1)(ii)**

1. (TWICE AMENDED) A web-based online store having a user interface for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set, said online store comprising:

a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;

a database for dynamically supplying configuration options to said configurator in accordance with the identification of the user belonging to the prescribed customer set;

a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and

an interactive upsell advisor operatively coupled to said configurator, said database, and said cart for selectively providing an upsell recommendation to said cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein said database dynamically supplies the prescribed upsell business rules to said upsell advisor, said upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to said cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of said upsell advisor on the cart web page, said upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides [an updated] a price reflecting acceptance of the upsell to the cart webpage.

10. (TWICE AMENDED) A method for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set via a user interface of a web-based online store comprising [the steps of]:

    providing a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page;

    providing a database for dynamically supplying configuration options to the configurator in accordance with the identification of the user belonging to the prescribed customer set;

    providing a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and

    providing an interactive upsell advisor operatively coupled to the configurator, the database, and the cart for selectively providing an upsell recommendation to the cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein the database dynamically supplies the prescribed upsell business rules to the upsell advisor, the upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to the cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of the upsell advisor on the cart web page, the upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides [an updated] a price reflecting acceptance of the upsell to the cart webpage.

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## REMARKS

By this amendment, the abstract and claims 1 and 10 have been amended.

Claims 1, 3-4, 6, 8-10, 12-13, 15, and 17-18 remain in the application. Reconsideration of the application, as amended, further in view of the following remarks, is respectfully requested.

### Objection to the Specification

The abstract of the disclosure was objected to because it exceeded the limit which is 150 words in length. MPEP § 608.01(b). The objection to the Specification is traversed for the following reason. The abstract has been amended to within the limit of 150 words in length. Accordingly, objection to the Specification is now believed overcome.

### Rejection[s] under 35 U.S.C. § 102

#### Claim 1

Claim 1 recites a web-based online store having a user interface for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set, said online store comprising: a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page; a database for dynamically supplying configuration options to said configurator in accordance with the identification of the user belonging to the prescribed customer set; a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and an interactive upsell

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advisor operatively coupled to said configurator, said database, and said cart for selectively providing an upsell recommendation to said cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein said database dynamically supplies the prescribed upsell business rules to said upsell advisor, said upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to said cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of said upsell advisor on the cart web page, said upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage.

Claim 10

Claim 10 recites a method for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set via a user interface of a web-based online store comprising the steps of: providing a configurator for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page; providing a database for dynamically supplying configuration options to the configurator in accordance with the identification of the user belonging to the prescribed customer set; providing a cart for temporarily storing a customer configured computer system and presenting the customer configured computer system on a cart web page, the cart web page further including at least one user selectable cart option; and providing an interactive upsell advisor operatively coupled to the configurator, the database, and the cart for selectively providing an

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upsell recommendation to the cart as an upgrade now user selectable cart option on the cart web page, the upsell recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein the database dynamically supplies the prescribed upsell business rules to the upsell advisor, the upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to the cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of the upsell advisor on the cart web page, the upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage.

Claims 1, 3-4, 6, 8-10, 12-13, 15, and 17-18 were rejected under 35 U.S.C. § 102(e) as being anticipated by Henson, U.S. Patent No. 6,167,383 (“Henson”).

The PTO provides in MPEP § 2131 that

*[t]o anticipate a claim, the reference must teach every element of the claim....”*

Therefore, with respect to claims 1 and 10, to sustain this rejection the Henson patent must contain all of the above claimed elements of the respective claims. As amended herein, claims 1 and 10 now more clearly articulate the claimed embodiments as distinguished over Henson. Contrary to the examiner’s position that all elements are disclosed in the Henson reference, the latter reference does not disclose an interactive upsell advisor for selectively providing an upsell recommendation to the cart as an upgrade now user selectable cart option on the cart web page, the upsell

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recommendation being selectively provided as a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules, wherein the database dynamically supplies the prescribed upsell business rules to the upsell advisor, the upsell advisor utilizing the dynamically supplied prescribed upsell business rules in selectively providing upsell recommendations to the cart according to a sequencing of recommendations established per the upsell advisor business rules per store, further wherein upon a selection of the upgrade now user selectable cart option of the upsell advisor on the cart web page, the upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage.

Therefore, the rejection is clearly not supported by the Henson reference and should be withdrawn.

Accordingly, claims 1 and 10, are allowable and an early formal notice thereof is requested. Dependent claims (3, 4, 6, 8 and 9) and (12. 13. 15. 17. and 18) depend from and further limit independent claims 1 and 10, respectively, and therefore are allowable as well.

The amendments herein are fully supported by the original specification and drawings, therefore, no new matter is introduced.

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In view of the above, it is respectfully submitted that claims 1, 3-4, 6, 8-10, 12-13, 15, and 17-18 are in condition for allowance. Accordingly, an early Notice of Allowance is courteously solicited.

Respectfully submitted,



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